

- 18 -

CLAIMS

1. System for the visualization of information, in particular product information, at selected locations through the organization and controlling of the visualization content from any locations, which are not the visualization locations, **characterized by** one or several administration unit(s), which organize(s) and maintain(s) in readiness the administration of the visualization information, which are driven automatically by at least one, in preference a multitude of visualization units carrying out the visualization automatically, in order to collect the product information maintained in readiness for the visualization and to play it back automatically.
2. System in accordance with claim 1, **characterized in that** the administration units, which organize the visualization information and maintain it in readiness for the visualization units carrying out the visualization, communicate as suppliers in the internet through the internet network or by means of intranet and its network as server with the terminals, resp., clients for the visualization through channels and these terminals as units automatically obtaining and processing the data on offer are assigned to one or to several servers.
3. System in accordance with one of the claims 1 or 2, **characterized in that** the servers are service provider servers and that the terminals, resp., clients are computer-assisted visualization installations at sales outlets, resp., 'points of sale' and that they exchange data through channels.

- 19 -

4. Method for the organization of the administration of the units organizing and maintaining in readiness the visualization information in accordance with one of the claims 1 to 3, **characterized in that** the administration of the visualization information is organized and maintained in readiness for the call-up in the form of a fixed data model by means of linked tables.
5. Method in accordance with claim 4, **characterized in that** the data model contains at least the tables for the definition of the channels, for the definition of the product programme, for the definition of the product programme content and for the definition of the article master.
- 10 6. Method in accordance with one of the claims 1 to 5, **characterized in that** the server/the servers through a web outlet with a hierarchic structure is organized/are organized in such a manner, that for the automatically enquiring terminals depending on the authorization the data maintained in readiness for them are released for downloading.
- 15 7. Method for the automatic running of a terminal in accordance with one of the claims 1 to 3, **characterized in that** the automatic running of the enquiry and the working-off through Daemons is implemented in a program file (COM-File) association in such a manner, that individual Daemons are mutually connected to become a Super-Daemon.
- 20 8. Method in accordance with claim 7, **characterized by** a program association of Daemons in the form of program files (for example, COM - files) in such a manner, that a control Daemon fed by a master application on the one hand drives a Publish-Daemon, which for its part drives a Display-Daemon and on

- 20 -

the other hand a Connection-Daemon, and a Pull-Daemon, whereby the Control-Daemon, the Publish-Daemon and the Display-Daemon have a time-dependent self-starting function.

- 5 9. Method in accordance with claim 7 or 8, **characterized in that** a control function, resp., Daemon together with a publish function, resp., -Daemon form a super function, resp., Super-Daemon, with the help of which the terminal function runs automatically.
- 10 10. Arrangement for the realization of the system in accordance with claim 1, **consisting of: at least** one server for the administration of the administration units organizing and maintaining in readiness visualization information and at least one terminal for the visualization units automatically carrying-out the visualization, whereby the terminal can automatically drive the server, in order to collect the product information maintained in readiness for the visualization and in order to automatically play it back.
- 15 11. Device for the implementation of the method for the automatic processing of visualization information at a point of sale, **characterized by** a terminal computer, with one or several visualization device(s), which terminal computer has a program, with which the automatic running of the enquiry and working-off through Daemons is implemented in a COM - file association in such a
20 manner, that individual Daemons are mutually connected together to form a Super-Daemon.
12. Method in accordance with claim 11, **characterized in that** the terminal computer drives a program with a program association of Daemons in the form

- 21 -

of program files (for example, COM - files) in such a manner, that a Control-Daemon supplied by a master application on the one hand drives a Publish-Daemon, which for its part drives a Display-Daemon and on the other hand a Connection-Daemon, and a Pull-Daemon, whereby the Control-Daemon, the
5 Publish-Daemon and the Display-Daemon have a time-dependent self-starting function.

13. Data storage medium containing programs for the implementation of the method in accordance with one of the claims 4 to 9.
- 10 14. Data storage medium in accordance with claim 13 containing a ready for installation set for the administration unit and/or the visualization unit for the utilization in accordance with one of the claims 1-12.